From: NECToday News
To: Patrick Harrelson
Subject: NECToday: NRF 2018 Five Trends We Think Will Transform Brick and Mortar Again
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NRF 2018: Five Trends We Think Will Transform Brick and Mortar Again

Last year, our show theme at NRF 2017 was Know Your Customer. This year, we think it's time to use that knowledge to transform brick-and-mortar retail once again, helping it compete with online retailers. How can in-store retailers create a frictionless, more personalized experience for their customers, while still making their own in-store processes more efficient and cost effective? At …

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Ready to "face" the latest technology for shoppers?

At NRF17, we debuted our new facial payment solution, which allows registered shoppers to pay for their products with their face. No cash, checks or cards are necessary, you just use your good looks to save time and money. You might have heard about the Amazon Go store prototype in Seattle, in which customers simply walk in, select their products, …

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Biometrics Enhances LPGA Fan Experience

Ladies Pro Golf Association (LPGA) founded in 1950 is a premier professional women's sports association that provides programs, instruction, tournament play, as well as charitable events through its foundation. Recently, at the ANA Inspiration Tournament in Palm Springs, California, the LPGA and NEC worked together to pilot a program that provided facial recognition solutions for safety and security of its …

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